

REGISTERED NUMBER: OC380799 (England and Wales)

ABBREVIATED UNAUDITED ACCOUNTS
FOR THE YEAR ENDED 31 DECEMBER 2015
FOR
PURE LEISURE MARKETING LLP



PURE LEISURE MARKETING LLP

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for the year ended 31 December 2015**

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PURE LEISURE MARKETING LLP

GENERAL INFORMATION
for the year ended 31 December 2015

DESIGNATED MEMBERS:	Kate Sheehan Limited Garry Sheehan Limited
REGISTERED OFFICE:	Birchbrook Lane (off Lynn Lane) Shenstone Lichfield WS14 0DJ
REGISTERED NUMBER:	OC380799 (England and Wales)
ACCOUNTANTS:	Harrison Beale & Owen Limited Chartered Accountants Highdown House 11 Highdown Road Leamington Spa Warwickshire CV31 1XT
BANKERS:	Lloyds TSB Bank PLC 32-34 Alcester Road South Kings Heath Birmingham West Midlands B14 7PU

PURE LEISURE MARKETING LLP

ABBREVIATED BALANCE SHEET
31 December 2015

	Notes	2015 £	2014 £
FIXED ASSETS			
Intangible assets	2	220,002	330,002
Tangible assets	3	48,765	18,947
		<u>268,767</u>	<u>348,949</u>
CURRENT ASSETS			
Stocks		5,826	33,675
Debtors		31,096	109,961
Cash at bank and in hand		100,238	204,449
		<u>137,160</u>	<u>348,085</u>
CREDITORS			
Amounts falling due within one year		26,926	286,076
		<u>26,926</u>	<u>286,076</u>
NET CURRENT ASSETS		<u>110,234</u>	<u>62,009</u>
TOTAL ASSETS LESS CURRENT LIABILITIES			
and			
NET ASSETS ATTRIBUTABLE TO MEMBERS		<u>379,001</u>	<u>410,958</u>
LOANS AND OTHER DEBTS DUE TO MEMBERS		<u>379,001</u>	<u>410,958</u>
TOTAL MEMBERS' INTERESTS		<u>379,001</u>	<u>410,958</u>
Loans and other debts due to members		<u>379,001</u>	<u>410,958</u>

The LLP is entitled to exemption from audit under Section 477 of the Companies Act 2006 as applied to LLPs by the Limited Liability Partnerships (Accounts and Audit) (Application of Companies Act 2006) Regulations 2008 for the year ended 31 December 2015.

The members acknowledge their responsibilities for:

- ensuring that the LLP keeps accounting records which comply with Sections 386 and 387 of the Companies Act 2006 as applied to LLPs by the Limited Liability Partnerships (Accounts and Audit) (Application of Companies Act 2006) Regulations 2008 and
- preparing financial statements which give a true and fair view of the state of affairs of the LLP as at the end of each financial year and of its profit or loss for each financial year in accordance with the requirements of Sections 394 and 395 and which otherwise comply with the requirements of the Companies Act 2006 as applied to LLPs by the Limited Liability Partnerships (Accounts and Audit) (Application of Companies Act 2006) Regulations 2008 relating to financial statements, so far as applicable to the LLP.

The notes form part of these abbreviated accounts

PURE LEISURE MARKETING LLP

ABBREVIATED BALANCE SHEET - continued
31 December 2015

The abbreviated accounts have been prepared in accordance with the special provisions of Part 15 of the Companies Act 2006 as applied to LLPs by the Limited Liability Partnerships (Accounts and Audit) (Application of Companies Act 2006) Regulations 2008 relating to small LLPs.

The financial statements were approved by the members of the LLP on 18 May 2016 and were signed by:

A handwritten signature in black ink, appearing to read 'K Sheehan'.

Kate Sheehan Limited - Designated member

The notes form part of these abbreviated accounts

PURE LEISURE MARKETING LLP

NOTES TO THE ABBREVIATED ACCOUNTS for the year ended 31 December 2015

1. ACCOUNTING POLICIES

Accounting convention

The financial statements have been prepared under the historical cost convention and in accordance with the Financial Reporting Standard for Smaller Entities (effective January 2015) and the requirements of the Statement of Recommended Practice, Accounting by Limited Liability Partnerships.

Turnover

Turnover comprises the value of sales (excluding value added tax) of services provided within the normal course of business.

Goodwill

Goodwill, being the amount paid in connection with the acquisition of a business in 2013, is being amortised evenly over its estimated useful life of five years.

Other intangibles

Other intangibles, being the amount paid in connection with the acquisition of business intellectual rights and contracts of a business in 2013, is shown at cost and is not being amortised.

Tangible fixed assets

Depreciation is provided at the following annual rates in order to write off each asset over its estimated useful life.

Short leasehold	- 25% on cost
Long leasehold	- not provided
Warehouse	- 25% on cost
Plant and machinery	- 25% on cost
Fixtures and fittings	- 33% on cost and 25% on cost
Computer equipment	- 33% on cost

Stocks

Work in progress is valued at the lower of cost and net realisable value.

Cost includes all direct expenditure and an appropriate proportion of fixed and variable overheads.

Pension costs and other post-retirement benefits

The LLP operates a defined contribution pension scheme. Contributions payable to the LLP's pension scheme are charged to the profit and loss account in the period to which they relate.

Leasing commitments

Rentals paid under operating leases are charged to the profit and loss account on a straight line basis over the period of the lease.

PURE LEISURE MARKETING LLP

NOTES TO THE ABBREVIATED ACCOUNTS - continued
for the year ended 31 December 2015

2. INTANGIBLE FIXED ASSETS

	Total £
COST	
At 1 January 2015	
and 31 December 2015	<u>550,002</u>
AMORTISATION	
At 1 January 2015	220,000
Amortisation for year	<u>110,000</u>
At 31 December 2015	<u>330,000</u>
NET BOOK VALUE	
At 31 December 2015	<u>220,002</u>
At 31 December 2014	<u>330,002</u>

3. TANGIBLE FIXED ASSETS

	Total £
COST	
At 1 January 2015	33,861
Additions	55,515
Disposals	<u>(13,310)</u>
At 31 December 2015	<u>76,066</u>
DEPRECIATION	
At 1 January 2015	14,914
Charge for year	22,479
Eliminated on disposal	<u>(10,092)</u>
At 31 December 2015	<u>27,301</u>
NET BOOK VALUE	
At 31 December 2015	<u>48,765</u>
At 31 December 2014	<u>18,947</u>